Results - Customer Satisfaction Survey

Summary

Successfully launched tablet integration at Sauce & Spoon.

Collaborated with IT team for implementation of the necessary infrastructure and software.

Conducted extensive training sessions for wait staff and other staff of the restaurant to ensure smooth onboarding to the integrated system

Overview of what the team measured (metric use)

Evaluation questions:

1. Did the tablets enhance the overall dining experience?
2. Was the new ordering process smooth and easy to operate?
3. Did the tablets impact customer satisfaction and loyalty?
4. Were the tablets an efficient substitute to human contact?
5. Did the tablets ensure easy payment procedures and did security features relieve the customers?

Indicators:

Customer satisfaction ratings and reviews

Average order processing time

Percentage of customers opting for tablet-based ordering

Findings

Customer Satisfaction Rating: 9.2/10

Average order processing time was decreased by 20%

There was an average of just 1 unsuccessful transaction for every 100 successful transactions.

Next Steps

Introduce order customization options:

1. Enable allergy/dietary restriction alerts to provide appropriate recommendations and avoid potential issues.

2. Allow customers to customize their orders directly through the tablets, such as selecting ingredients or specifying cooking preferences.

3. Incorporate a feedback mechanism to capture customer feedback on the customization process and options and also to use it to further refine the offerings.

Next Steps

Improve Menu Navigation:

1. Enhance the tablet UI to make menu navigation more intuitive and user-friendly with ease of access and visibility modes for visually impaired customers who have difficulty in reading.

2. Audio menu installation for people to have better clarity of what they are ordering and the visually impaired individuals can order confidently without ambiguity.

3. Implement search functionality to help customers quickly find specific dishes or items.

4. Incorporate personalized recommendations based on customers' previous orders and preferences.